

# **5<sup>th</sup> Annual Utah Tourism Conference**

May 12-14, 2008

**UTAH**  
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# Travel Trends 2008

## Leisure Trips

Average number of leisure trips in 2006 was 3.9

## Trip Length

Weekend trips increased 7%

Weekday trips decreased 7%

YPB&R/Yankelovich, Inc. 2006

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# Travel Trends 2008, cont.

## **Travelocity:**

Research says Americans are booking shorter trips  
Staying closer to home

## **Ernst & Young:**

Weak dollar propping up U.S. hospitality industry

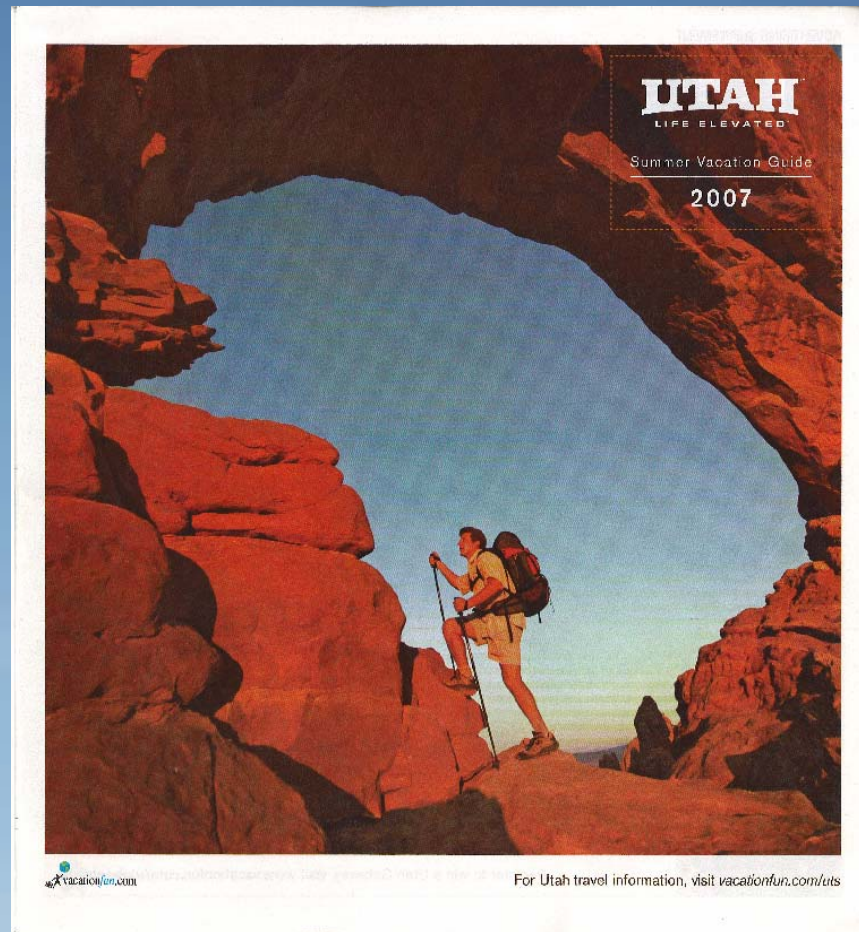
## **U.S. Department of Commerce:**

Total arrivals in the U.S. have witnessed 18 months of successive growth since April 2006.

## **Travel and Leisure Magazine survey:**

High income households are keeping travel plans  
Median income \$100,718  
89% plan to travel in the U.S. in the next 12 months

# Temple University Study of Utah's 2007 Madden Leads





# Utah 2007 Study for Madden

## **I travel most often to...**

75% Experience new things

72% of 2007 Summer visitors visited an advertised attraction

## **Immediate Travel Party**

51% 2 people

33% 3-5 people

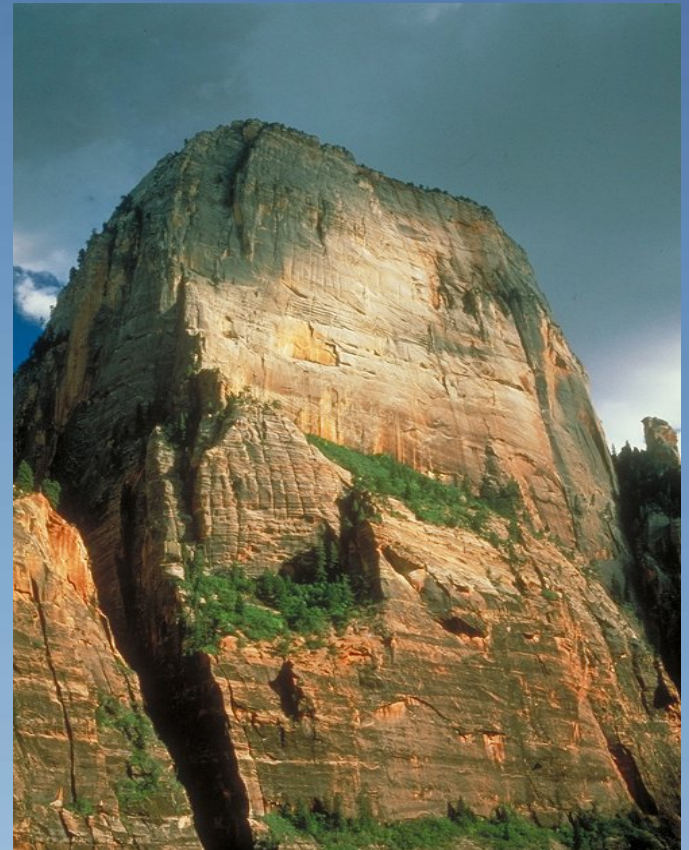
## **Length of Stay**

35% 3-4 days

28% 5+ days

## **Trip Expenditures**

44% of Summer visitors spent > \$600



National Laboratory for Tourism & eCommerce Temple  
University/Madden Preprint Media 2007

# 2007 Utah Summer Study, cont.

## Primary Activities

55% Visit National/State Park

38% Dine at a good restaurant

## Secondary Activities

33% Dine at a good restaurant

29% Shopping/Antiquing

28% Visit a historical site

National Laboratory for Tourism & eCommerce  
Temple University/Madden Preprint Media  
2007



# 2007 Utah Summer Study, cont.

## Utah's Madden insert

Helpful to 98% of respondents  
and 91% said it influenced  
their travel plans

34% of respondents had already  
visited Utah

79% of respondents were likely  
to visit Utah in the next two  
years

National Laboratory for Tourism & eCommerce  
Temple University/Madden Preprint Media  
2007



# Utah Park Visitation 2008

1st Quarter '08 vs. 1st Quarter '07

State Park visits are down 2.39%

National Park Visitation is up 9.49%





Jim Buchanan  
Research Coordinator  
Utah Office of Tourism  
Council Hall/Capitol Hill  
300 North State Street  
Salt Lake City, UT 84114

Office: 801.538.1375  
Fax: 801.538.1397  
[jbuchanan@utah.gov](mailto:jbuchanan@utah.gov)



